Henley Business School

Found in 1945, one of the first business school in the UK, and a prestigious business schools in the world.

Part of **University of Reading (UoR)**, a high-profile research-intensive university.

A **Top 50 of Best Business Schools**, as listed by the global business schools by Financial Times and Economist

Triple-accredited by leading UK, European and US accreditation bodies: AMBA, EQUIS and AACSB.
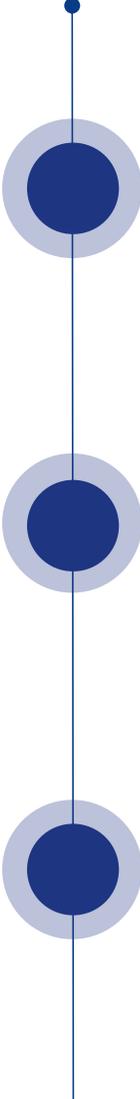
Digital Talent Academy (DTA@Henley)

> A hub for academics and business to meet and interact, and to add value to all parties

Purpose
- To empower individuals and organisations with better leadership and talents in digital transformation

Service
- To provide digital and management training and consultancy to organisations locally and globally

Target
- To enhance digital competencies and employability of university graduates and individuals through training in digital technical and problem-solving skills

Three Types of Training Programmes
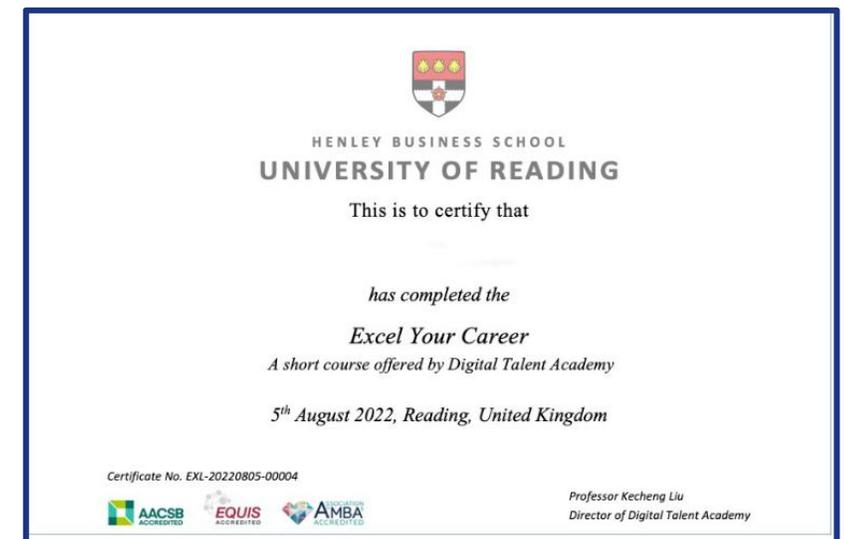
01
Leadership for Digital Transformation

HUAWEI · Henley Business School UNIVERSITY OF READING

This is to certify that

has completed the

Executive Programme Leadership for Digital Transformation

9/12/2022

Liu Jiasheng
Director, Huawei Global Training Center

Professor John Board
Dean, Henley Business School

Certificate No. DTA-SL-0034

AACSB ACCREDITED · EQUIS ACCREDITED · AMBA ACCREDITED

02
Future Leadership

HUAWEI · Henley Business School UNIVERSITY OF READING

This is to certify that

has completed

the Executive Programme for Future Digital Leadership in Business

27/01/2023

Liu Jiasheng
Director, Huawei Global Training Center

Professor John Board
Dean, Henley Business School

Certificate No. DTA-SM-00

AACSB ACCREDITED · EQUIS ACCREDITED · AMBA ACCREDITED

03
Digital competences and skills

HENLEY BUSINESS SCHOOL
UNIVERSITY OF READING

This is to certify that

has completed the

Excel Your Career
A short course offered by Digital Talent Academy

5th August 2022, Reading, United Kingdom

Certificate No. EXL-20220805-00004

AACSB ACCREDITED · EQUIS ACCREDITED · AMBA ACCREDITED

Professor Kecheng Liu
Director of Digital Talent Academy

Leadership for Digital Transformation (LeDT)

Programme Highlight

Contents
- Trends and challenges in digital transformation
- Leadership theory, model, capability and practice
- Collaborative leadership
- Strategic alignment
- Transformation journey and managed change
- Digital business ecosystems for value co-creation
- Leading transformation journey in workplace

Languages
- English
- French
- Chinese

Audience
- Executives, and directors

Duration - 5 days
- 4 days workshops
- 1 day industrial visits (Telco, telecom service, or vertical industry)

Sites
- Henley Business School, UK
- Possible: Denmark, Finland, Germany, South Africa, China

Leadership for Digital Transformation (LeDT)

An Example Curriculum

Henley Business School — UNIVERSITY OF READING

Day 1	Day 2	Day 3	Day 4	Day 5
Digital World of Opportunities		**Transformation Journey Planning and Change Leadership**		
Digital Mastermind: Embracing and Thriving in Digital Transformation	Discovery Journey (Vertical industry)	Strategic Management in Digital Transformation and Alignment	Financial Strategies: Global and Beyond	Pulling All Together (Develop Your Plan)
Lunch Break				
Digital transformation of vertical industries in the digital era	Discovery Journey (Government)	Leadership in cultural change

Driving Change, Agility, Experimentation and Change | Collaborative Leadership in Transformating Organisation | Team Presentation & Learning with a panel of experts

Group Feedback Closing Ceremony |

Key learning outcomes

- To understand changes induced by business and emerging technologies in the digital era

- To identify critical areas in organisations with new business models and applications

- To master the digital leadership and lead in [tran]sformation

Contents and visits are customised to the attendees' requirements.

Leadership for Digital Transformation (LeDT)

Seeking Confirmation

"In digital transformation, we know where we are going, but confirmations with sound academic ground made us more confident."

Knowledge & Insight

"Knowledge and insight are hard to gather as we were so busy in workplace. With you, this became possible. "

Leadership for Digital Transformation (LeDT)
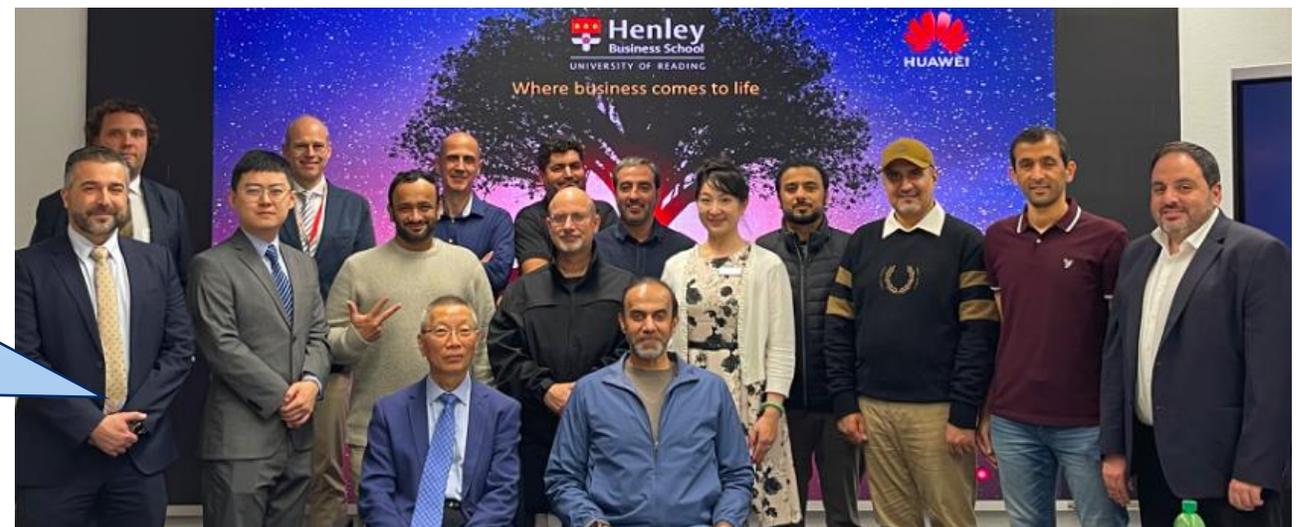
Experience & Lessons from Others

"Experiences from others by case studies help us to accelerate in our own journeys."

Applying to Our Own Practice

"Applying what we've learned to our own contexts made it more interesting and valuable. "

Leadership for Digital Transformation (LeDT)

Motivation and Value to Leaders

Addressing Leaders 'pain points'

- Valued by effectiveness & efficiency
- Customer experience

Leaveraging leadership

- Building on leaders knowledge & experience

Interactive and Engaging

- Working together through use cases and examples
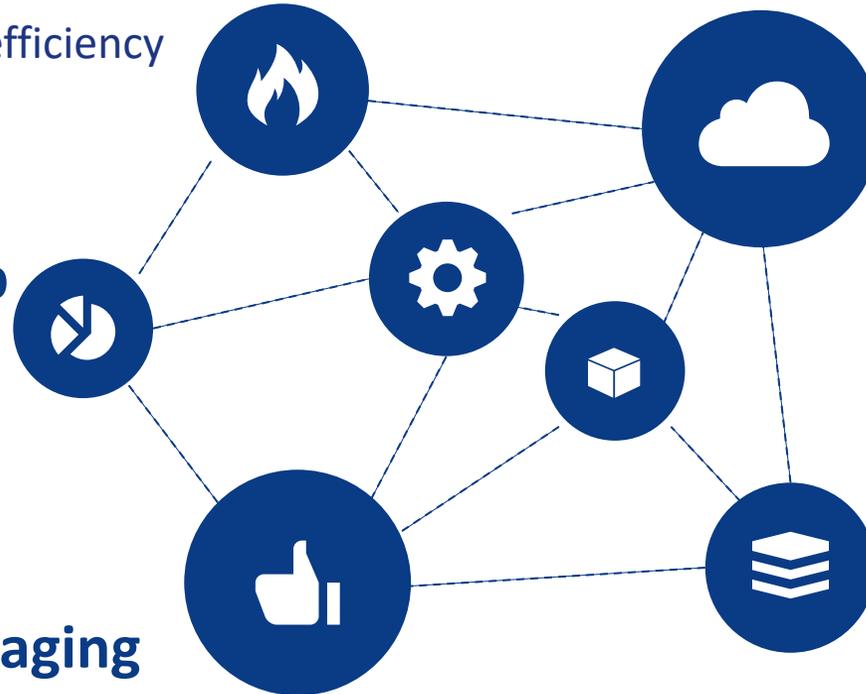
Relevance by deep customisation

- Context: sector and the company
- Gaps, concerns and issues

Back to Practice

- Guided working on own cases in workplace by all participants

Programme Type 2

Future Leadership

for
Digital Talents

Future Leadership

Contents
- business strategy and operations
- business systems and processes
- digital technology and solutions
- innovation and entrepreneurship
- digital transformation (e.g. government, healthcare, and education)
- and open programme in other topics

Languages
- English
- French
- Chinese

Audience
- Future leaders
- Professionals
- Visiting students

Duration - 5 days
- 4 days workshops
- 1 day industrial visits (Telco, telecom service, or vertical industry)

Sites
- Henley Business School, UK
- Possible: Denmark, Finland, Germany, South Africa, China

Henley
Business School
UNIVERSITY OF READING

Digital Competences and Skills

Programme Highlight

Henley
Business School
UNIVERSITY OF READING

Contents
- digital skills training for enhancing career development
- latest trend of technology development
- promoting the integration of cross-disciplinary knowledge and expertise
- accredited by the leading ICT firms and communities

Languages
English

Audience
- Non-specialists
- University students

Duration
3 or 5 days of workshop

Sites
Henley Business School, UK

Digital Competences and Skills

Example Course

Excel Your Career – intensive course on Microsoft Excel

- To perform basic operations of Excel incl. layout, interface, worksheet/workbook structure
- To master the input management functions, incl. cell properties
- To develop understanding and skills of Excel advanced functions for data analysis and visualisation
- To complete a capstone project with the obtained Excel skills

Empower your career with Python – intensive course on Python Programme

- To understand basic principles of Python programming
- To master the skills of importing and implementing Python library package
- To develop understanding and skills of using Python automation to manage data from multiple office files, such Excel files integration, split, and query
- To complete a capstone project with the obtained Python programming skills

Successful Cases

Successful participants are eligible to become Henley alumni

Where business comes to life

Case 1：Executive Training Programme for Hainan Government Officers (海南省政府)

- Topics: Digital Ecosystem, Digital Governance, Digital Transformation and Sustainability

- 22 Hainan government senior officers spending 60 days on campus and fieldwork

- Facilitated by Chinese State Administration of Foreign Experts Affairs (SAFEA)

Case 2: Technology Innovation Training for Fujian Association for Science and Technology (福建省科委）

- Topics: Digital Manufacturing, Industry 4.0, Disruptive Innovation, and Entrepreurnship in Digital Era

- 10 engineers and 9 university professors for 3 days on campus studies and fieldwork

Case 3: Future Digital Leader Programme for Chongqing University (重庆大学)

- Topics: E-commerce, Digital Business, Fintech, Digital Marketing

- 30 students from Chongqing University, China

Case 4: Leadership for Digital Transformation

- for a top telecom company from Middle East

- 9 executives participated in a 5-day session including workshop and industrial visits

Successful Cases

Case 5: Training of Future Digital Leadership in Business for another top telecom company from Middle East

- Topics: models of business strategy, planning and management, methods and techniques of business management in the digital era

- 14 delegates spent 1 week for classroom-based workshop, and another week for industrial visit in the UK

Case 6: Leadership for Future Talents Summer Camp for students of Guangzhou University

- Topics: digitalisation in business; digital leadership and management; development of leadership competences; team-working and presenting outcomes of the Summer Camp

- 21 students from Guangzhou University spent 2 weeks for classroom-based workshops, visits to other universities, excursions and cultural experiences

Successful Cases

Case 7: Beijing Institute of Technology Leadership Development Programme

- Topics: leadership in higher education; research and innovation; teaching and learning; digital strategy; campus estate; human resources; internationalisation; student experience

- Online live streaming from Reading to Beijing
- Attended by 38 leaders from BIT

Case 8：Future Talent Training Summer Camp

- Topic: The values and impacts of cloud computing, artificial intelligence, and emerging information technologies on business

- 39 students from Dalian University of Technology participated in workshops with themes focused on the role of cloud computing and artificial intelligence in industry, the value and impact of artificial intelligence and emerging digital technologies on business. These workshops helped students understand how to leverage this series of technologies in the digital era to seize opportunities and enhance their competitive advantage

DTA Faculty & Speakers
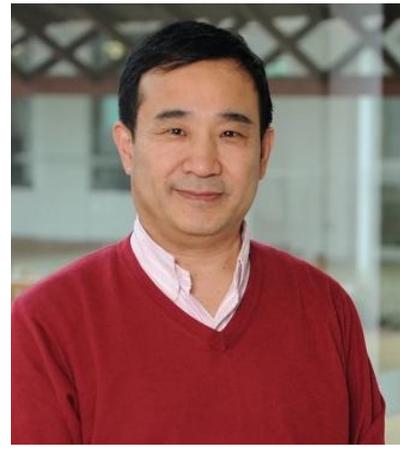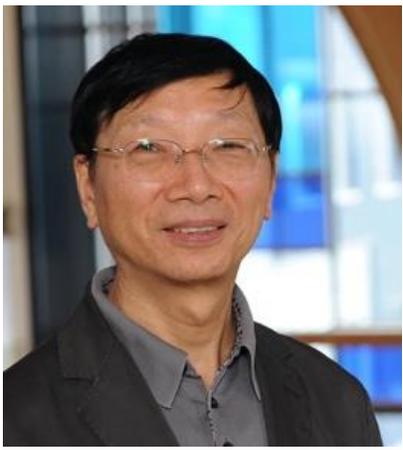
DTA empowers individuals and business with more competence and talent in digital transformation!

For more information, please contact:

Jin Jin

Executive Director of Digital Talent Academy
Henley Business School, University of Reading
DTA@henley.ac.uk
jin.jin@henley.ac.uk

Text and directed by Prof. Kecheng Liu

Technically produced by Wenxuan Li